

GEORGIAN Products



www.georgianproducts.ge



Publishing House "Navigator" introduces a new edition of the magazine:
IT newspaper "Navigator", Georgian magazine "Tourism and Rest" and "Kortsili.ge",
English language magazine "Welcome to Georgia" and "Georgian Products"
Tel./Fax: (+995 32) 92 36 15; Cell: (+995 99) 32 04 02



AG N. 5/14-3584

Kula



BEST GEORGIAN TRADITION

ბოროს ბავშვობა კვების საკონსერვო ქარხანა
საუკეთესო ქართული ტრადიციები

ფაფე

ნიჭი

100%
ნატურალური
გაჭვნი



Panetteria

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www.welcome.ge/panetteria



"Breti" Honey



- injury is cleaned from bacteria automatically.
- 9. Honey has some unknown compounds that have positive impact on the functioning of human organs.
- 10. Insulin-like compounds and fructose from honey contribute to the treatment of diabetes.
- 11. Acetylcholine from honey regulates human blood pressure.
- 12. Honey relaxes a human nervous system.
- 13. Honey stimulates body resistance to an illness.
- 14. Honey regulates cell growth in a body.
- 15. Some unknown compounds support the prevention of growing of malignant cells in a human body.

Honey improves the general health condition of a human body. Honey is particularly useful for children.

V. Teleti, 1313, Kvemo Kartli, Georgia
 Tel.: (995 32) 14 47 34
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 Mob.: (995 99) 74 52 22
 E-mail: info@breti.ge
 www.breti.ge

Bee is a miracle of nature.
 Honey is the elixir of life.
 Georgian honey has the highest quality, it is also an ecologically clean product due to the following reasons: rich flora of the Greater Caucasus and Georgia, unique local natural and climate conditions and a phenomenon of

Georgian mountain gray bee.
 Honey is recommended to the people of all ages.
 Honey is an important product for the following reasons:

1. Honey contains carbohydrates (glucose and fructose). Carbohydrates produce a big amount of thermal and mechanic energy during their biological oxidation in human tissues and cells (produces high amount of calories).
2. Honey contains vitamins, micro elements and ultra-micro elements.
3. Some honey micro elements (iron, manganese) activate food digesting ferments.
4. Honey ferments take part in metabolism process.
5. Honey regulates the shift of carbohydrates and calcium and therefore, plays a big role for child nutrition.
6. Some honey elements destroy harmful bacteria in a human body.
7. Some honey elements prevent the growing of bacteria in a human body.
8. When honey is placed on a wound, it stimulates the flow of blood and lymph to the wound and therefore, the



გორის ბავშვთა კვების საკონსერვო ქარხანა • GORI BABY FEEDING CANNERY



საუკეთესო ქართული ტრადიციები
 BEST GEORGIAN TRADITION
 განინტეხარისხი!



A tin factory established in 1919 became Ltd. Gori Child Nutrition Tin Factory in 2009. It is an independent enterprise and is 100 % privately owned.

The company mainly produces canned vegetables, berries, and citrus under the brand names of KULA and KULA BABY, and uses no artificial materials, preservatives, artificial flavorings or chemical dyes.

The company is located in the city of Gori, in the Shida Kartli region of Georgia. Shida Kartli, particularly the city of Gori, is considered to be a territory strong in the production of fruits, vegetables and other agrarian products because the local climate is benevolent for the production of these goods. Agriculture plots are watered by clean mountain rivers.

Genetically non-modified products both produced by people and grown in the wild (both in forests and the alpine zone) of the Shida Kartli region are characterized by particularly good taste and aroma, a harmonic fusion of multiple vitamins and micro elements. The Ltd. Gori Child Nutrition Tin Factory preserves these elements in its tin products by a combination of traditional methods and modern technologies.

The Gori Child Nutrition Tin Factory products (juices, juices for children, sauces, wild plum, Ajika traditional Georgian sauce, jams and conserves) are perfect for true gourmands and are undoubtedly natural and of high quality.

The Gori Child Nutrition Tin Factory products are popular not only in Georgia but in many countries of the world.

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Meatana



Meatana, the company of meat products is one of the fast growing and new companies in Georgia. It first appeared on the Georgian food market in February, 2008. Since then the company keeps growing. Meatana offers a variety of products to consumers.

Each Meatana product is created by a group of professionals. The company uses the newest manufacturing machines. The sales and the number of company employees continue to increase.



Currently Meatana offers a variety of products. They all are of high quality and with wonderful taste. Meatana is becoming more and more popular on the Georgian food market because it always tries to keep up with the customers' requirements.



The company's food processing system is in compliance with international standards and therefore, the Meatana products are of the highest quality. Meatana has received ISO 22000 certificate, which certifies that Meatana "has established and applies a Food Safety Management for Producing and Sales of Sausage Products". The company's motto is: Meatana Takes Care of Each of You.

Meatana - a Realized Dream



Specific issues of the Export of the Organic Products from Third Countries to the EU Market



EU-GEORGIA BUSINESS COUNCIL

The EU-Georgia Business Council (EUGBC), with the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), has issued the publication: **Specific issues of the Export of the Organic Products from Third Countries to the EU Market**.

The publication, prepared in Georgian with an English summary, aims at raising Georgian organic producers' awareness on how to export Georgian organic products to the EU market.

Minister of Agriculture of Georgia, **Bakur Kvezereli** contented the issuance of the EUGBC publication and said: "I welcome every effort supporting organic production in Georgia and its export to the EU market. Obviously, Georgian entrepreneurs need relevant knowledge and experience in the field in order to successfully carry out this complex task. The EU-Georgia Business Council (EUGBC) publication on the export of organic products will definitely be a useful guide for them."

The publication focuses on specific issues of the export of organic products to the EU market, such as the EU rules on organic production; the control system applicable to organic production in the EU; The EU standards on packaging, labeling, transportation and storage for organic products; the EU import rules for organic products of third countries.

While explaining the objectives of the project, **Konstantin Zaldastanishvili**, EUGBC Secretary General said: "Georgia's potential for organic production is large. Considering the growing demand on organic products in the EU, Georgian organic products can occupy it's segment on this important market, if the business is properly planned." Team Leader Georgia of the regional programme „Private Sector Development in South Caucasus“, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), **Giorgi Grdzlishvili** said: "GIZ is pleased to cooperate with EU-Georgia Business Council (EUGBC) and considers that the publication will promote development of organic production in Georgia as well as growth of export potential in the country's agricultural sector".

The electronic version of the publication can be found on EUGBC website www.eugbc.net.

P.S. The EU-Georgia Business Council (EUGBC) requests the pleasure of your company at the seminar, organized in the framework of the project supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH: "Specific issues of the Export of the Organic Products from Third Countries to the EU Market".

*Venue: German House, 4, Elene Akhvediani Agmarti, Tbilisi Conference Hall
The seminar is free and open to public.
14 April 2011, from 11:30 until 15:00
Participant registration starts at 11:00*

Material by EU-Georgia Business Council

გეორგიის ორგანიზმებისა და მცენარეული პროდუქტების ექსპორტის კონკრეტული საკითხები

giz Federal Ministry for Economic Cooperation and Development EU-GEORGIA BUSINESS COUNCIL

თბილისი 2011

გეორგიის-სადავთბარსო პარტნიორობის ცენტრი

Working language - Georgian
RSVP by 11 April, 2011
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The First Georgian "Bio Saperavi"



Mr. Nikolashvili produces only Saperavi wine. The Nikolashvili family tries its best to promote their product abroad using its own resources. Mr. Givi hopes for financial assistance and cooperation as there remains great potential for the future of his business.

You can contact him for any further information at:
(+ 995) 71 205720; (+ 995) 99 908874

P.S. Mr. Givi Nikolashvili recently attempted to grow cucumbers and tomatoes using bio technologies. His experiment worked. If he is financially supported in the near future, he will grow more vegetables and the foundation will be laid for the production of other bio cultures in Georgia.



"Breti" Honey

Company Breti invites dealers from Central Asia, Middle East and Asia to sell Breti honey in their countries of operation. You can contact him for any further information at:
Giorgi Kepashvili (General Director)
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Tel.: (995 32) 14 47 34
Fax: (995 32) 14 47 35
Mob.: (995 99) 74 52 22
E-mail: info@breti.ge
www.breti.ge



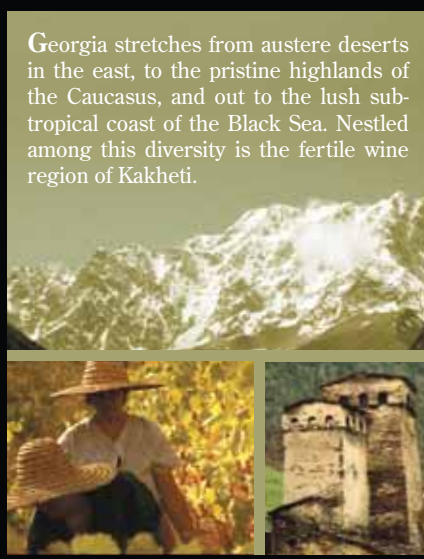


PHEASANT'S TEARS



FROM GEORGIA
THE CRADLE OF WINE CIVILIZATION

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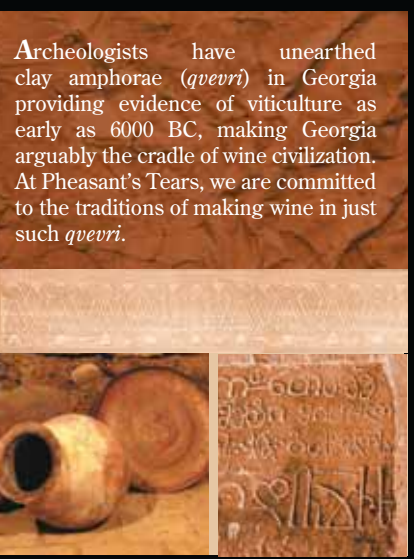
Georgia stretches from austere deserts in the east, to the pristine highlands of the Caucasus, and out to the lush subtropical coast of the Black Sea. Nestled among this diversity is the fertile wine region of Kakheti.



Vine images from Georgia's ancient history echo the vineyards of Kakheti, which grow bountifully on the sloping valley of the Alazani River. This unique terroir has long produced grapes of exceptional quality.



Georgia is experiencing a colorful revival of ancient traditions and culture, reflected in the stirring harmonies of folk music, the intricacy of hand-woven carpets, woodcarving, and in revitalizing the roots of Georgian winemaking.



Archeologists have unearthed clay amphorae (*qvevri*) in Georgia providing evidence of viticulture as early as 6000 BC, making Georgia arguably the cradle of wine civilization. At Pheasant's Tears, we are committed to the traditions of making wine in just such *qvevri*.

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